

18 May 2017

**Primary Production Select Committee**  
**Parliament Buildings**  
**Wellington**  
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**Submission on the:**  
**Consumers' Right to Know (Country of Origin of Food) Bill**

**Submitted by:**

1. I submit that it is time for the country of origin for fresh fruit and vegetables to be required by law.
2. It is simply a matter of consumer choice. I want to know where my fresh fruit and vegetables comes from. I want the informed option to support our local growers.
3. In the Consumer NZ Survey conducted earlier this year:
  - 70% of the respondents want to buy fresh fruit and vegetables.
  - 72% of the respondents want to know where their fresh fruit and vegetables comes from.
  - 71% of the respondents want country of origin labelling required by law for fresh fruit and vegetables.
4. I submit that unless country of origin labelling for fresh fruit and vegetables is required by law then there is no guarantee that any label is accurate. In the Consumer NZ Survey conducted earlier this year 65% of the respondents said they looked for country of origin labelling when shopping but only found it:
  - 32% of the time for fresh fruit.
  - 29% of the time for fresh vegetables.
5. I submit that the New Zealand consumer wants country of origin labelling required by law for fresh fruit and vegetables.
6. I do not agree to the Consumers' Right to Know (Country of Origin of Food) Bill covering anything other than fresh fruit and vegetables. I support Horticulture NZ's position that packaged fresh ingredient mixes should also be required to be labelled identifying the origin of only the fresh fruit and vegetables in the package – not salad dressings or other products such as croutons. I submit that canned and frozen mixes should not at this time be required by law to have country of origin labelling.
7. I do            /do not            wish to be heard in support of this submission.

Signed: